



2025:
POL'HOP guarantees sparkling cleanliness!



Happy New Year!

The entire BALMORAL INTL team wishes you a [very happy New Year 2025.](#)

May this New Year bring you joy and happiness!

Our new catalog

Our brand new catalog is now available.

Discover our new products via the link below!

POL'HOP has a whole range of new mops (cotton, microfibre, mixed...) as well as a microfibre feather duster and our **STAR** wooden handle! These are fast-moving products. And this is just the beginning, because in a few weeks' time, this catalog will be updated with new microfibres (including a super-practical ergonomic sponge).

Discover our **NEW**
CATALOG



pol'hop

Make it easy!

The POL'HOP packaging

A board with all our packaging is now available!

Our universes are easy to understand, with the **POL'HOP** brand at the forefront and the addition of a name for each product to help consumers remember them.

Our products are visible on the shelves. That's when customers pick them up, touch them and buy them!

DISCOVER OUR
PACKAGINGS



The GIANT handle in action!

Our new educational film features our 3-metre telescopic handle: the **GIANT POL'HOP** handle (réf. 930161) !

Cleaning or repainting ceilings, cleaning windows: now it's child's play!

Discover our film!

THE 3M HANDLE IN ACTION!

4 NEW MOPS!



2025 sees the launch of **4 revolutionary new mops**:

- 100% pure white "**ULTRA BRIGHT**" microfibre: a super-fine mop for deep cleaning of all types of floor with just a little water and detergent,
- Microfibre and cotton "**COTTON SWIPE**" : a mop combining the power of microfibre and the absorbency of cotton,
- "**AQUA SWIPE**" mop/microfibre strips: an effective product that requires little water and detergent,
- 300 g "**MEGA PRETTY**" cotton: a super-long, super-thin professional mop!

There are now 6 different mops available (including one **STAR**) plus a cleaning combo with its microfiber refill!

The film showing these 4 mops in action will soon be released!

New Price-list



Our new price list has been sent to you. We have made every effort to keep our prices stable. To be noted: the development of the **STAR** range (anti-inflation products) and new special offers.



SPECIAL OFFERS!

Our 1st quarter promotions are now available! Discover them in the attached catalog.

**OUR
PROMOTIONS!**

POL'HOP : a quality approach

Right from the conception of **POL'HOP**, products, our quality approach begins with the use of top-quality raw materials. The whole process then gets under way, involving our factories, 95% of which are located in Europe (France, Spain, Italy), as well as all our employees. **POL'HOP** quality is clearly a team affair!



Discover our quality approach!

THE POL'HOP QUALITY APPROACH

Local POS advertising

Since its creation, **POL'HOP** has adapted to different markets to better meet their needs. This is also a reality for our POS displays. Our Marketing team listens to our partners to propose solutions. It works with them to design POS displays. Over 90% of the production is carried out locally. This not only provides a livelihood for small craftsmen, but also ensures that our POS displays meet their needs perfectly.

During a visit to the Pointe Noire market in CONGO, we met the manager of the **BOUCHRA** supermarket with **BUROTEC**, our distributor, and took this photo showing the **POL'HOP** display.



BALMORAL
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Make it easy!



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